

# Nightline To Enter The Home-Delivery Sector



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After reaping rewards from a relationship with Parcels2Go in Ireland, parcel carrier [Nightline](#) is launching a [home delivery](#) service to cater for the e-commerce sector and boost the firm's presence in the B2C market.

Nightline chief executive John Tuohy tells MT: "We specialise in B2B bespoke time-critical deliveries. While this business is strong, representing 80% of operations, we don't see that market share increasing much in this climate. However, B2C is an area continually expanding and we want to capitalise on that."

The company has seen an influx of C2C volumes since securing a partnership to handle all domestic deliveries with courier website Parcels2Go for its first venture in Ireland.

Parcel2Go marketing director Richard Adams-Mercer says: "There was a gap in the market when DHL Express pulled out from the majority of its [Irish parcel delivery](#) operations in 2009. As a fast-moving company with strong presence in the country, Nightline seemed the fitting choice to take advantage of these new-found volumes. "Working with Nightline, we believe we've captured 20% of C2C movements in Ireland."

As a result, Nightline UK MD Jeremy Ruffin estimates the venture has been adding £4,000 to weekly turnover. In preparation for more home deliveries, the firm has teamed up with delivery software company

Metapack to provide home-delivery customers with emails and text messages for parcel tracking. The technology will run alongside Nightline's SmartShip system, which offers real-time accuracy and has helped the company win several clients, Tuohy says.

Elsewhere, following a £1.1m investment in its first UK distribution depot in Lancashire, and joining pallet network UK Pallets in June (MT 21 June 2010), Nightline is anticipating a rise in UK-Ireland volumes.

Ruffin adds: "We have a presence in the UK allowing customers to see what a reputable company we are. With a mixture of parcels, pallets and home-delivery we can act as a one-stop-shop, which will boost profit and revenue."

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